

MMS-TV

SVM 04

24/3/14

Service Management

24.03.2014

Roll No. _____

Total No. of Printed Pages: 2

Total No. of Questions: 7

Maximum Marks: 60

Duration (hrs.) : 3 Hours

Note: Q.1. is compulsory carrying 20 marks. Attempt any 4 questions out of remaining 6 questions (Q.2. to Q.7), each carries 10 marks.

Q.1. What are the causes and implications of 'Employee Cycle of Mediocrity' to perform in service delivery on the customers in banking industry? Mention Customer Relationship management (CRM) strategies for customer acquisition, retention and extension implemented in banking sector.

Q.2. Describe any two of the following with a mention of their role in receiving customer feedback about service performance:

- (A) Total Market Surveys
- (B) New, Current and Declining customer surveys
- (C) Mystery Shopping

Q.3. Discuss any two:

- (A) Course of actions available to dissatisfied customer and its consequences on firm
- (B) Characteristics of 'services' as opposed to manufacturing sector
- (C) what are challenges faced by service provider and what is the implications for a service provider to enhance the role of customer in service delivery process?

Q.4. Design any two of the following:

- (A) Promotion campaign of an established fitness club service brand for off season discounts
- (B) Service blue-print for a newly opened coaching class services
- (C) Service communication for encouraging service usage by customers in non-peak hours for a telecom service

Q.5. Discuss any two with relevant implication in service industry:

- (A) Causes of role stress in front-line service employees in aviation sector
- (B) 'Critical Incident Technique' in Health-care services
- (C) Result-based pricing in personal care services

Q.6. Answer any two:

- (A) Discuss Five Service Quality Dimensions for insurance sector.
- (B) Stages in New Service Development Process for launching a new online market-research service
- (C) Define different kinds of processing involved in service delivery

Q.7. Discuss any two in context of quality of service delivery:

- (A) Internal Communication Gap
- (B) Knowledge Gap
- (C) Delivery Gap

All the Best
